



Souvenir Corp. of America, Boston, Mass.

THE PRUDENTIAL CENTER

Boston, Mass.

World's largest business, civic, and residential unit — will be erected on 31 1/3-acre site in downtown Boston. As tallest building in New England, Prudential tower, center, will rise 50 stories above street level. Apartment houses, right, will provide 1,750 dwelling units. Circular structure on left represents yet-to-be designed civic auditorium to be erected by City of Boston. Round structure in center foreground is restaurant which will seat more than 800 diners. These buildings and stores and shops throughout center will be linked by covered walkways.

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POST CARD

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